

Erster Studienabschnitt

IMC-101 - BWL & Marketing I

IMC-101		5 CP
Version of 2. Decision from 01.01.1970.		
Module label	BWL & Marketing I	
Module code	IMC-101	
Semester of first implementation		
Module used in courses of study / semesters	Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt	
Responsible person for this module		
Prerequisites		
Skills to be acquired in this module	Die Studierenden sind in der Lage: die zentralen Begrifflichkeiten der Betriebswirtschaftslehre zu benennen, die Grundlagen wirtschaftlichen Handelns (Entrepreneurship) zu benennen, Strategien und Kriterien zur Typisierung von Unternehmen (ökonomische Eckdaten/Bilanz, Geschäftsmodell/Branche, Geschäftsentwicklung, Unternehmenskultur,...) selbständig anwenden, Ziele, Strukturen und Strategien von Wirtschaftsakteuren systematisch zu beschreiben und auf praxisbezogene Fragestellungen der Marketingkommunikation und PR anzuwenden, Instrumente, Ziele und Strategien der Unternehmenskommunikation, bezogen auf Marketing, PR und HR selbständig systematisch kritisch zu analysieren, die Grundlagen der Marketingtheorie systematisch und funktional zu verstehen (Marketingziele und Marketingstrategien, Marketingmix, -implementierung, controlling), die Elemente eines Marketingplans zu benennen, erste eigene Konzepte eines Marketingplans zu formulieren.	
Module contents		
Forms of instruction	Seminar (3 SWS) Seminar (2 SWS) Seminar (1 SWS)	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	24	
Time of examination		
Credit points	5 CP	
Share on module final degree	Course 1: 0%; Course 2: 0%; Course 3: 0%.	
Share of module grade on the course of study's final grade	1	
Examination	Exam prerequisites	Type of examination
Course 1		
Course 2		
Course 3		
Final exam of module	R, H, K	
Exam repetition information		

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Grundlagen BWL	3	51	9	0	0	60
Course 2	Seminar	Grundlagen Marketing I	2	34	26	0	0	60
Course 3	Seminar	Wissenschaftliches Arbeiten	1	17	13	0	0	30
Total module workload								150

IMC-102 - Visuelle Kommunikation I

IMC-102										8 CP
Version of 2. Decision from 01.01.1970.										
Module label					Visuelle Kommunikation I					
Module code					IMC-102					
Semester of first implementation										
Module used in courses of study / semesters					Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module					Die Studierenden sind in der Lage: formalästhetische Probleme in den visuellen Medien zu erkennen und zu bewerten, eine Gestaltungsaufgabe selbstständig konzeptionell und visuell zu erfassen, zu entwickeln, darzustellen und zu realisieren. Die Studierenden können methodische und gestalterische Entwurfsgrundlagen im Bereich Typografie und Layout anwenden.					
Module contents										
Forms of instruction					Exercises (3 SWS) Exercises (3 SWS) Exercises (3 SWS) Exercises (3 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					8 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%; Course 3: 0%; Course 4: 0%.					
Share of module grade on the course of study's final grade					1					
Examination				Exam prerequisites				Type of examination		
Course 1										
Course 2										
Course 3										
Course 4										
Final exam of module								Pf		
Exam repetition information										
Module course label	Course type	Course title	SWS		Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)		Sum workload
Course 1	Exercises	Grundlagen der visuellen Kommunikation	3		51	9	0	0		60
Course 2	Exercises	Ideation/Entwurf	3		51	9	0	0		60
Course 3	Exercises	Einführung Grafikdesign	3		51	9	0	0		60
Course 4	Exercises	Einführung Fotografie	3		51	9	0	0		60
Total module workload										240

IMC-103 - Audiovisuelle Kommunikation I

IMC-103		6 CP						
Version of 2. Decision from 01.01.1970.								
Module label				Audiovisuelle Kommunikation I				
Module code				IMC-103				
Semester of first implementation								
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt				
Responsible person for this module								
Prerequisites								
Skills to be acquired in this module				Die Studierenden können Bewegtbildmedien für Marketing und PR analysieren. Sie können eine Videoaufnahme incl. Audio und Lichttechnik für einfache Anwendungen (Interview) im Team realisieren. Sie können das Rohmaterial selbstständig in des Schnittsystem importieren und für den Schnitt organisieren. Sie können einen einfachen Videoschnitt selbstständig durchführen und die Produktion in den gängigen Video-Datenformaten ausgeben.				
Module contents								
Forms of instruction				Seminar (3 SWS) Exercises (3 SWS) Exercises				
Language of instruction				German				
Duration (semesters)				1 Semester				
Module frequency				jährlich				
Module capacity				24				
Time of examination								
Credit points				6 CP				
Share on module final degree				Course 1: 0%; Course 2: 0%; Course 3: 0%.				
Share of module grade on the course of study's final grade				1				
Examination			Exam prerequisites			Type of examination		
Course 1								
Course 2								
Course 3								
Final exam of module						R		
Exam repetition information								
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Bewegt看bild für Marketing und PR	3	51	9	0	0	60
Course 2	Exercises	Einführung Videoaufnahme (Technik und Anwendung)	3	51	9	0	0	60
Course 3	Exercises	Einführung Videoschnitt (Technik und Anwendung)		51	9	0	0	60
Total module workload								
180								

IMC-104 - Praxisphase I

IMC-104				11 CP				
Version of 2. Decision from 01.01.1970.								
Module label				Praxisphase I				
Module code				IMC-104				
Semester of first implementation								
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt				
Responsible person for this module								
Prerequisites								
Skills to be acquired in this module				Die Studierenden lernen ihr künftiges Berufsfeld in einer Agentur, einem Unternehmen oder einer Organisation (Praxispartner) kennen. Sie orientieren sich zu Unternehmensstrukturen, Zuständigkeiten und Schnittstellen. Sie lernen die Infrastruktur und Arbeitsmittel kennen.				
Module contents								
Forms of instruction				Practical training Colloquium (1 SWS)				
Language of instruction				German				
Duration (semesters)				1 Semester				
Module frequency				jährlich				
Module capacity				24				
Time of examination								
Credit points				11 CP				
Share on module final degree				Course 1: 0%; Course 2: 0%.				
Share of module grade on the course of study's final grade				1				
Examination			Exam prerequisites			Type of examination		
Course 1								
Course 2								
Final exam of module						PB und Pf, PA		
Exam repetition information								
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Practical training	Praxisphase I		300	0	0	0	300
Course 2	Colloquium	Reflexion I	1	17	13	0	0	30
Total module workload								330

IMC-105 - Interaktive Medien I

IMC-105										6 CP
Version of 2. Decision from 01.01.1970.										
Module label					Interaktive Medien I					
Module code					IMC-105					
Semester of first implementation										
Module used in courses of study / semesters					Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module					Die Studierenden sind in der Lage in Gruppenarbeiten ein prototypisch praxisnahes Entwurfsprojekt Interaktiver Medien zu erarbeiten und können dies in wesentlichen Teilen mithilfe der erlernten Softwareprogramme selbstständig realisieren.					
Module contents										
Forms of instruction					Exercises (3 SWS) Exercises (3 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					6 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade					1					
Examination			Exam prerequisites			Type of examination				
Course 1										
Course 2										
Final exam of module						Pf				
Exam repetition information										
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload		
Course 1	Exercises	Konzeption und Kreation von Interaktiven Medien	3	51	39	0	0	90		
Course 2	Exercises	Realisierung interaktiver Medien (Frontend)	3	51	39	0	0	90		
Total module workload										180

IMC-106 - Visuelle Kommunikation II

IMC-106				5 CP				
Version of 2. Decision from 01.01.1970.								
Module label				Visuelle Kommunikation II				
Module code				IMC-106				
Semester of first implementation								
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt				
Responsible person for this module								
Prerequisites								
Skills to be acquired in this module								
Module contents								
Forms of instruction				Exercises (3 SWS) Exercises (1 SWS) Exercises (3 SWS)				
Language of instruction				German				
Duration (semesters)				1 Semester				
Module frequency				jährlich				
Module capacity				24				
Time of examination								
Credit points				5 CP				
Share on module final degree				Course 1: 0%; Course 2: 0%; Course 3: 0%.				
Share of module grade on the course of study's final grade				1				
Examination			Exam prerequisites			Type of examination		
Course 1								
Course 2								
Course 3								
Final exam of module						Pf		
Exam repetition information								
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Exercises	Kommunikation sdesign	3	51	9	0	0	60
Course 2	Exercises	Texten für Werbe und Infor mationsmedien	1	17	13	0	0	30
Course 3	Exercises	Druckvorstufe, Drucktechnolog i e und Konfektionierun g	3	51	9	0	0	60
Total module workload				150				

IMC-107 - Audiovisuelle Kommunikation II

IMC-107		8 CP						
Version of 2. Decision from 01.01.1970.								
Module label			Audiovisuelle Kommunikation II					
Module code			IMC-107					
Semester of first implementation								
Module used in courses of study / semesters			Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt					
Responsible person for this module								
Prerequisites								
Skills to be acquired in this module			Die Studierenden sind dazu in der Lage: einen Auftrag zur Produktion eines Unternehmensfilms im Dialog mit einem "Auftraggeber" in allen Phasen der Pre-Production selbständig zu bearbeiten und dabei die Anforderungen (Zielsetzung, Zielgruppe, Redaktion, Dramaturgie, kalkulation von Kosten/Ressourcen) adäquat zu berücksichtigen. Sie können in kleinen Teams Videoaufnahmen planen und realisieren sowie schnitttechnisch bearbeiten.					
Module contents								
Forms of instruction			Exercises (3 SWS) Exercises (1 SWS) Exercises (3 SWS) Exercises (3 SWS)					
Language of instruction			German					
Duration (semesters)			1 Semester					
Module frequency			jährlich					
Module capacity			24					
Time of examination								
Credit points			8 CP					
Share on module final degree			Course 1: 0%; Course 2: 0%; Course 3: 0%; Course 4: 0%.					
Share of module grade on the course of study's final grade			1					
Examination			Exam prerequisites			Type of examination		
Course 1								
Course 2								
Course 3								
Course 4								
Final exam of module			E, P					
Exam repetition information								
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Exercises	Konzeption einer Bewegtbildproduktion für Marketing und PR	3	51	9	0	0	60
Course 2	Exercises	Sprache und Interviews	1	17	43	0	0	60
Course 3	Exercises	Marketing und Management II (Marketingkommunikation)	3	51	9	0	0	60
Course 4	Exercises	Videoproduktion	3	51	9	0	0	60
Total module workload								240

IMC-108 - Praxisphase II

IMC-108										11 CP
Version of 2. Decision from 01.01.1970.										
Module label					Praxisphase II					
Module code					IMC-108					
Semester of first implementation										
Module used in courses of study / semesters					• Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module										
Module contents										
Forms of instruction					Practical training Colloquium (1 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					11 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade					1					
Examination			Exam prerequisites			Type of examination				
Course 1										
Course 2										
Final exam of module					PB und Pf					
Exam repetition information										
Module course label	Course type	Course title	SWS		Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	
Course 1	Practical training	Praxisphase II			300	0	0	0	300	
Course 2	Colloquium	Reflexion II	1		17	13	0	0	30	
Total module workload										330

IMC-109 - Marketing III

IMC-109				4 CP				
Version of 2. Decision from 01.01.1970.								
Module label				Marketing III				
Module code				IMC-109				
Semester of first implementation								
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt				
Responsible person for this module								
Prerequisites								
Skills to be acquired in this module				Die Studierenden sind dazu in der Lage: die unterschiedlichen Konzepte des Relationship-Managements für PR und Marketing zu benennen und können selbständig daraus Handlungsfelder und Instrumente der Kommunikation ableiten.				
Module contents								
Forms of instruction				Seminar (3 SWS) Lecture (2 SWS)				
Language of instruction				German				
Duration (semesters)				1 Semester				
Module frequency				jährlich				
Module capacity				24				
Time of examination								
Credit points				4 CP				
Share on module final degree				Course 1: 0%; Course 2: 0%.				
Share of module grade on the course of study's final grade				1				
Examination			Exam prerequisites			Type of examination		
Course 1								
Course 2								
Final exam of module						R, H, K		
Exam repetition information								
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Marketing III (Relationship-Management)	3	51	9	0	0	60
Course 2	Lecture	PR-Einführung	2	34	26	0	0	60
Total module workload								120

IMC-110 - Mediastrategie und Medienmanagement

IMC-110										6 CP	
Version of 2. Decision from 01.01.1970.											
Module label				Mediastrategie und Medienmanagement							
Module code				IMC-110							
Semester of first implementation											
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt							
Responsible person for this module											
Prerequisites											
Skills to be acquired in this module				Die Studierenden sind in der Lage: die tatsächliche Nutzung von Web-Angeboten zu analysieren sowie Optimierungs- und Marketingmaßnahmen zu konzipieren, grundlegende netzwerkbasierte Systeme im Produktionsworkflow einzuplanen und zu nutzen, Trends zu erkennen und zu bewerten.							
Module contents											
Forms of instruction				Seminar (3 SWS) Seminar (3 SWS) Exercises (3 SWS)							
Language of instruction				German							
Duration (semesters)				1 Semester							
Module frequency				jährlich							
Module capacity				24							
Time of examination											
Credit points				6 CP							
Share on module final degree				Course 1: 0%; Course 2: 0%; Course 3: 0%.							
Share of module grade on the course of study's final grade				1							
Examination			Exam prerequisites				Type of examination				
Course 1											
Course 2											
Course 3											
Final exam of module				R, H, Pf							
Exam repetition information											
Module course label	Course type	Course title	SWS		Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload		
Course 1	Seminar	Media-Strategie und Mediamanagement	3		51	9	0	0	60		
Course 2	Seminar	IT-Workflow, Kommunikationstechnologie & Tools	3		51	9	0	0	60		
Course 3	Exercises	Datenmanagement, Datenbanken (Backend)	3		51	9	0	0	60		
Total module workload											180

IMC-111 - Audiovisuelle Kommunikation III

IMC-111										9 CP
Version of 2. Decision from 01.01.1970.										
Module label					Audiovisuelle Kommunikation III					
Module code					IMC-111					
Semester of first implementation										
Module used in courses of study / semesters					Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module					Die Studierenden sind in der Lage: sich mit verteilten Rollen in kleinen Teams zu organisieren und eine Bewegtbildproduktion zu realisieren. Die Studierenden sind dazu in der Lage: die im Drehbuch vorgesehen Einstellungen zu realisieren und die Postproduction in allen Phasen durchzuführen.					
Module contents										
Forms of instruction					Project seminar (2 SWS) Project seminar (3 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					9 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade					1					
Examination			Exam prerequisites			Type of examination				
Course 1						Präsentation einer abgeschlossenen Bewegtbildproduktion, Dokumentation des Projektverlaufs unter Berücksichtigung der Aspekte Kreation/Dramaturgie/Regie, Projektmanagement/Schnittstellen, Kundendialog, Ressourceneinsatz/Ökonomie, Relation Planungsvorgaben/Erwartungen zu Ergebnissen/Resonanz/selbstkritischer Einschätzung, individuelle Reflexion der eigenen Erfahrungen, der Rolle, der Leistungen und Teamprozesse.				
Course 2						abgeschlossene Filmproduktion				
Final exam of module						PA				
Exam repetition information										
Module course label	Course type	Course title	SWS		Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	
Course 1	Project seminar	Bewegtbildproduktion für Marketing und PR - Projekt		2	34	146	0	0	180	
Course 2	Project seminar	Videoproduktion II: Projekt		3	51	39	0	0	90	
Total module workload										270

IMC-112 - Praxisphase III

IMC-112										11 CP
Version of 2. Decision from 01.01.1970.										
Module label					Praxisphase III					
Module code					IMC-112					
Semester of first implementation										
Module used in courses of study / semesters					Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module										
Module contents										
Forms of instruction					Practical training Colloquium (1 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					11 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade					1					
Examination				Exam prerequisites			Type of examination			
Course 1										
Course 2										
Final exam of module							PB und Pf			
Exam repetition information										
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload		
Course 1	Practical training	Praxisphase III		600	0	0	0	600		
Course 2	Colloquium	Reflexion III	1	17	13	0	0	30		
Total module workload										630

IMC-113 - Vernetzte Kommunikation

IMC-113										4 CP
Version of 2. Decision from 01.01.1970.										
Module label					Vernetzte Kommunikation					
Module code					IMC-113					
Semester of first implementation										
Module used in courses of study / semesters					Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module					Die Studierenden sind dazu in der Lage: die Methoden des Targeting zu benennen und die Entwicklung der Mediatisierung und die Mechanismen des prädiktiven Marketings sowie die Geschäftsmodelle internationaler Unternehmen, die auf der Auswertung des Nutzerverhaltens basieren, unter medienethischen und gesellschaftskritischen Gesichtspunkten selbständig zu analysieren.					
Module contents										
Forms of instruction					Seminar (3 SWS) Seminar (3 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					4 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade					1					
Examination			Exam prerequisites			Type of examination				
Course 1										
Course 2										
Final exam of module					R, H					
Exam repetition information										
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload		
Course 1	Seminar	Methoden der Zielgruppenansprache	3	51	9	0	0	60		
Course 2	Seminar	Vernetzte Kommunikation: Individuum und Gesellschaft	3	51	9	0	0	60		
Total module workload										120

IMC-114 - Mediastrategie und Medienplanung

IMC-114										9 CP
Version of 2. Decision from 01.01.1970.										
Module label					Mediastrategie und Medienplanung					
Module code					IMC-114					
Semester of first implementation										
Module used in courses of study / semesters					Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module					Die Studierenden sind dazu in der Lage: die unterschiedlichen Potentiale verschiedener Kanäle und Medien zu unterscheiden, entwickeln bezogen auf konkrete Kommunikationsziele eine Mediastrategie und formulieren operationale Kriterien für ein erfolgreiches Mediamanagement. Sie kennen die wichtigsten Akteure der Mediabranche und haben sich selbständig mit den aktuellen Entwicklungen eines data-driven Multi-Channel-Marketings auseinandergesetzt.					
Module contents										
Forms of instruction					Project seminar (3 SWS) Seminar (3 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					9 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade					1					
Examination			Exam prerequisites			Type of examination				
Course 1						Projektportfolio zur Entwicklung einer Mediastrategie				
Course 2										
Final exam of module					PA, R, HA					
Exam repetition information										
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload		
Course 1	Project seminar	Mediastrategie und Medienplanung		3	51	309	0	0	360	
Course 2	Seminar	Positionen und Fallbeispiele der Kommunikationsbranche		3	51	39	0	0	90	
Total module workload										450

IMC-115 - Interaktive Medien II

IMC-115		6 CP						
Version of 2. Decision from 01.01.1970.								
Module label				Interaktive Medien II				
Module code				IMC-115				
Semester of first implementation								
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt				
Responsible person for this module								
Prerequisites								
Skills to be acquired in this module				Die Studierenden sind in der Lage: eine integrierte Medienproduktion, nutzerzentriert zu entwickeln, zu planen und über Art, Umfang und Einsatz von verschiedenen Medienkanälen selbstständig zu entscheiden, inhaltlich, strategische Anforderungen in kreative Leitideen zu transformieren und in aktuelle technologische Konzepte zu überführen und zu steuern				
Module contents								
Forms of instruction				Seminar (3 SWS) Seminar (3 SWS)				
Language of instruction				German				
Duration (semesters)				1 Semester				
Module frequency				jährlich				
Module capacity				24				
Time of examination								
Credit points				6 CP				
Share on module final degree				Course 1: 0%; Course 2: 0%.				
Share of module grade on the course of study's final grade				1				
Examination			Exam prerequisites			Type of examination		
Course 1								
Course 2								
Final exam of module						PA, Pf, R		
Exam repetition information								
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Konzeption Integrated Media	3	51	189	0	0	240
Course 2	Seminar	Realisierung Integrated Media II (Frontend)	3	51	9	0	0	60
Total module workload								300

IMC-116 - Praxisphase IV

IMC-116										11 CP
Version of 2. Decision from 01.01.1970.										
Module label					Praxisphase IV					
Module code					IMC-116					
Semester of first implementation										
Module used in courses of study / semesters					Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module										
Module contents										
Forms of instruction					Practical training Colloquium (1 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					11 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade					1					
Examination			Exam prerequisites			Type of examination				
Course 1										
Course 2										
Final exam of module					PB und Pf					
Exam repetition information										
Module course label	Course type	Course title	SWS		Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)		Sum workload
Course 1	Practical training	Praxisphase IV			600	0	0	0		600
Course 2	Colloquium	Reflexion IV	1		17	13	0	0		30
Total module workload										630

Zweiter Studienabschnitt

IMC-201 - Medienökonomie und Recht

IMC-201				6 CP					
Version of 2. Decision from 01.01.1970.									
Module label				Medienökonomie und Recht					
Module code				IMC-201					
Semester of first implementation									
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt					
Responsible person for this module									
Prerequisites									
Skills to be acquired in this module				Die Studierenden sind in der Lage: die ökonomischen, rechtlichen und branchenspezifischen Faktoren zu benennen und erkennen, welche für die Entwicklung tragfähiger Geschäftsmodelle in der Kommunikationsbranche und ökonomisch erfolgreicher Medienproduktionen relevant sind.					
Module contents									
Forms of instruction				Seminar (2 SWS) Seminar (2 SWS) Lecture (2 SWS)					
Language of instruction				German					
Duration (semesters)				1 Semester					
Module frequency				jährlich					
Module capacity				24					
Time of examination									
Credit points				6 CP					
Share on module final degree				Course 1: 0%; Course 2: 0%; Course 3: 0%.					
Share of module grade on the course of study's final grade				1					
Examination		Exam prerequisites			Type of examination				
Course 1									
Course 2									
Course 3									
Final exam of module				R,H,M, K					
Exam repetition information									
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	
Course 1	Seminar	Ökonomie der Werbung		2	34	26	0	0	60
Course 2	Seminar	Kalkulation und Controlling		2	34	26	0	0	60
Course 3	Lecture	Medienrecht, Vertragsrecht		2	34	26	0	0	60
Total module workload								180	

IMC-202 - Kommunikationsprojekt

IMC-202			24 CP						
Version of 2. Decision from 01.01.1970.									
Module label				Kommunikationsprojekt					
Module code				IMC-202					
Semester of first implementation									
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt					
Responsible person for this module									
Prerequisites									
Skills to be acquired in this module				Die Studierenden sind in der Lage: in kleinen selbstorganisierten Teams eine Kommunikationskampagne in Strategie und Kreation zu planen sowie in einigen Elementen prototypisch im Artwork zu realisieren.					
Module contents									
Forms of instruction				Project seminar (4 SWS) Exercises (4 SWS)					
Language of instruction				German					
Duration (semesters)				1 Semester					
Module frequency				jährlich					
Module capacity				24					
Time of examination									
Credit points				24 CP					
Share on module final degree				Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade				1					
Examination			Exam prerequisites			Type of examination			
Course 1									
Course 2									
Final exam of module				PA, Pf					
Exam repetition information									
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	
Course 1	Project seminar	Kommunikation sstrategie	4	68	202	0	0	270	
Course 2	Exercises	Kreation und Produktion	4	68	202	0	0	270	
Total module workload				540					

IMC-204 - Kommunikationswissenschaft I

IMC-204			6 CP						
Version of 2. Decision from 01.01.1970.									
Module label				Kommunikationswissenschaft I					
Module code				IMC-204					
Semester of first implementation									
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt					
Responsible person for this module									
Prerequisites									
Skills to be acquired in this module									
Module contents									
Forms of instruction				Seminar (3 SWS) Seminar (3 SWS) Seminar (3 SWS)					
Language of instruction				German					
Duration (semesters)				1 Semester					
Module frequency				jährlich					
Module capacity				24					
Time of examination									
Credit points				6 CP					
Share on module final degree				Course 1: 0%; Course 2: 0%; Course 3: 0%.					
Share of module grade on the course of study's final grade				1					
Examination			Exam prerequisites			Type of examination			
Course 1									
Course 2									
Course 3									
Final exam of module						R, H, K, PA			
Exam repetition information									
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	
Course 1	Seminar	Methoden der Kommunikationswissenschaft	3	51	9	0	0	60	
Course 2	Seminar	Statistik	3	51	9	0	0	60	
Course 3	Seminar	Empirie (Projekt)	3	51	9	0	0	60	
Total module workload									180

IMC-205 - Praxisphase VI

IMC-205										24 CP
Version of 2. Decision from 01.01.1970.										
Module label					Praxisphase VI					
Module code					IMC-205					
Semester of first implementation										
Module used in courses of study / semesters					Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module										
Module contents										
Forms of instruction					Practical training Colloquium (2 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					24 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade					1					
Examination				Exam prerequisites			Type of examination			
Course 1										
Course 2										
Final exam of module							PB und Pf			
Exam repetition information										
Module course label	Course type	Course title	SWS		Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)		Sum workload
Course 1	Practical training	Praxisphase VI			660	0	0		0	660
Course 2	Colloquium	Reflexion VI	2		34	26	0		0	60
Total module workload										720

IMC-206 - Praxisphase VII

IMC-206										24 CP
Version of 2. Decision from 01.01.1970.										
Module label					Praxisphase VII					
Module code					IMC-206					
Semester of first implementation										
Module used in courses of study / semesters					Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt					
Responsible person for this module										
Prerequisites										
Skills to be acquired in this module										
Module contents										
Forms of instruction					Practical training Colloquium (2 SWS)					
Language of instruction					German					
Duration (semesters)					1 Semester					
Module frequency					jährlich					
Module capacity					24					
Time of examination										
Credit points					24 CP					
Share on module final degree					Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade					1					
Examination			Exam prerequisites			Type of examination				
Course 1										
Course 2										
Final exam of module					PB und Pf					
Exam repetition information										
Module course label	Course type	Course title	SWS		Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)		Sum workload
Course 1	Practical training	Praxisphase VII			660	0	0	0		660
Course 2	Colloquium	Reflexion VII	2		34	26	0	0		60
Total module workload										720

IMC-207 - Kommunikationswissenschaft II

IMC-207				6 CP				
Version of 2. Decision from 01.01.1970.								
Module label				Kommunikationswissenschaft II				
Module code				IMC-207				
Semester of first implementation								
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt				
Responsible person for this module								
Prerequisites								
Skills to be acquired in this module				Die Studierenden erlernen methodische und theoretische Grundlagen der Kommunikationswissenschaft				
Module contents								
Forms of instruction				Seminar (3 SWS) Seminar (3 SWS) Seminar (3 SWS)				
Language of instruction				German				
Duration (semesters)				1 Semester				
Module frequency				jährlich				
Module capacity				24				
Time of examination								
Credit points				6 CP				
Share on module final degree				Course 1: 0%; Course 2: 0%; Course 3: 0%.				
Share of module grade on the course of study's final grade				1				
Examination			Exam prerequisites			Type of examination		
Course 1								
Course 2								
Course 3								
Final exam of module						R,H,K		
Exam repetition information								
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Mediaforschung	3	51	9	0	0	60
Course 2	Seminar	Kommunikation spsychologie	3	51	9	0	0	60
Course 3	Seminar	Theorien und Modelle	3	51	9	0	0	60
Total module workload								180

IMC-208 - Praxisphase VIII

IMC-208				16 CP				
Version of 2. Decision from 01.01.1970.								
Module label				Praxisphase VIII				
Module code				IMC-208				
Semester of first implementation								
Module used in courses of study / semesters				Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt				
Responsible person for this module								
Prerequisites								
Skills to be acquired in this module								
Module contents								
Forms of instruction				Practical training Colloquium (1 SWS)				
Language of instruction				German				
Duration (semesters)				1 Semester				
Module frequency				jährlich				
Module capacity				24				
Time of examination								
Credit points				16 CP				
Share on module final degree				Course 1: 0%; Course 2: 0%.				
Share of module grade on the course of study's final grade				1				
Examination			Exam prerequisites			Type of examination		
Course 1								
Course 2								
Final exam of module						PB und Pf		
Exam repetition information								
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Practical training	Praxisphase VIII		420	0	0	0	420
Course 2	Colloquium	Reflexion VIII	1	17	60	0	0	77
Total module workload								497

IMC-209 - Bachelorarbeit

IMC-209									14 CP
Version of 2. Decision from 01.01.1970.									
Module label				Bachelorarbeit					
Module code				IMC-209					
Semester of first implementation									
Module used in courses of study / semesters				• Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt					
Responsible person for this module									
Prerequisites									
Skills to be acquired in this module									
Module contents									
Forms of instruction				Independent supervised work Seminar (2 SWS)					
Language of instruction				German					
Duration (semesters)				1 Semester					
Module frequency				1					
Module capacity				24					
Time of examination									
Credit points				14 CP					
Share on module final degree				Course 1: 0%; Course 2: 0%.					
Share of module grade on the course of study's final grade				3					
Examination			Exam prerequisites			Type of examination			
Course 1									
Course 2									
Final exam of module				BAA und H,P					
Exam repetition information									
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	
Course 1	Independent supervised work	Bachelorthesis		0	0	353	0	353	
Course 2	Seminar	Studienabschlusssseminar	2	34	26	0	0	60	
Total module workload								413	

